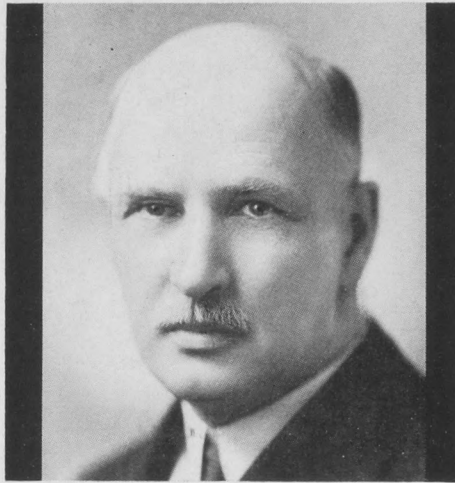


# Contacts

AUGUST 1959





### *Mr. H. M. Tucker*

In the passing of Mr. H. M. Tucker, retired Vice-President and Director of the Company and former General Manager of the Western Division, Winnipeg and Western Canada lost one of its most respected citizens. During the more than one-half century in which Mr. Tucker lived in Winnipeg, he was known as a quiet but definite personality in the business life of Western Canada. It was largely due to his vision of the potential expansion of Western Canada that Eaton Stores in Calgary, Edmonton and the other larger centres were developed, and the success of these enterprises has proven that his optimism was not unfounded.

Born in Muncey, Ontario, in November, 1875, Mr. Tucker was educated in Toronto schools. Joining Eaton's in Toronto in the spring of 1890, he was transferred to Winnipeg as Merchandise Manager sixteen years later. His appointment as General Manager of Winnipeg Store followed in 1907 and in 1917 he was appointed to the Company Board of Directors. He retired from active business in 1939.

He believed above everything in being scrupulously fair at all times, and had his own philosophy for success in business and in life. "A man has to be himself," he once said. "If he gets hold of some other person's ideas or tries to ape someone else, he loses whatever personality of his own he has and, if he can't succeed with his own personality, he won't succeed with another person's." In his business career and in the quieter years of retirement, he was proof of the wisdom of his philosophy.

Mr. Tucker was a keen sportsman, interested in golfing, boating, prairie chicken shooting and, as a younger man, motoring. Always a great reader, he continued this interest in his retirement years. He was a member of the United Church, the Canadian Club, Manitoba Club and the Motor Country Club, and thoroughly enjoyed his beautiful flower garden.

To Mrs. Tucker, Mr. A. R. Tucker, Mrs. Taberner and the grandchildren, the members of the staff extend deepest sympathy in their bereavement.

# TRUST AND CONFIDENCE IN A POLICY OF FAIRNESS TO ALL

This article, a reproduction taken from a leaflet printed by the Robert Palmer Corporation, Santa Barbara, California, U.S.A., concerning "the Essentials to Good Selling."



## TRUST and CONFIDENCE in a policy of FAIRNESS to all

A retailer who manages a store, and a salesman who travels with a sample kit have the same objectives — to sell goods and service. Therefore, all salesmen could learn much from watching how a successful merchant runs his business.

One merchant who was worth watching many years ago was Timothy Eaton, founder of what is now Canada's largest and most successful chain of department stores. Although Eaton's first store was established as far back as 1869 in Toronto, Timothy Eaton's theories about selling and serving the customer remain as cardinal principles today — not only for Eaton's, but for all other successful merchants in Canada and the United States.

The first thing that Eaton did when he opened his small dry goods shop was to mark the price plainly on all merchandise. That was the one and only selling price. There was no dickering about it, no charging all that the traffic could bear, or overcharging a customer who didn't know the real value of the merchandise. That one-price policy may not seem out of the ordinary to us today, but in Eaton's time it was a revolutionary step in merchandising.

Everything sold should be offered on the Eaton "one-price-to-all" basis. A salesman selling a good quality product, fairly priced, should quickly discourage a prospective customer from asking for a price concession. If unwarranted discounts are permitted, the customer suspects that the product was overpriced in the first place. But, when a price is stated and adhered to, people have confidence in what they are buying, just as thousands of Eaton's customers learned to have confidence in what they purchased at his store. As the founder of this company, and the creator of its fine policies, Timothy Eaton gained the respect and admiration — of both customers and employees — as one of Canada's outstanding men.

Another way in which Timothy Eaton won customer confidence was his policy of permitting buyers to return merchandise that was not suitable. That was a revolutionary step, too, at the time. Not all salesmen can arrange for a return of products bought, but all salesmen can help build a prospect's confidence and good will by helping him make the right purchase for his needs.

So successful were Eaton's methods of serving the customer, rather than just selling the customer, that the business flourished and, before long, T. Eaton & Co. opened stores in other Canadian cities, all the way from Cornerbrook, Newfoundland, to Victoria, British Columbia. Success was built by emphasizing value, service and satisfaction — the three essentials to selling any kind of merchandise or idea, and ones which must constantly be stressed and practiced by merchants and salesmen everywhere.

When these three essentials to good selling are adhered to, they inspire customer good will, and a sense of trust in the supplier. It is a feeling that makes them go back again and again to the merchant, or welcome the return call of the salesman. People like to do business with merchants and salesmen they trust. As proof of this fact, trust built on faith and fair dealings to all has enabled T. Eaton & Co. to grow from a tiny one-store operation into what today is one of the largest retail chains in the world.

A reputation for "fair dealing" such as is expressed in the above article is very precious in the business world we know today. Let's continue to do our part in the Company to keep it that way!

## 40 YEARS WITH EATON'S

### MISS MABEL M. CROMWELL

"A grand firm to work for!" These are the words spoken by Miss Cromwell after 40 years of continuous service with Eaton's. Wednesday, July 22, Mabel Cromwell looked back on a career that began in the M.O. Hardware, where she worked for seven years, and the remaining 33 with the M.O. Listing Department.

In her youthful days Miss Cromwell was an avid tennis fan and a member of Eaton's Tennis Club. Her interests now are varied but less tedious for she loves flower gardening, good music and reading. During her holidays she just plans on taking life easy at her home.

During the day friends and members of the staff gathered to wish Miss Cromwell "happy years" and presented her with a very nice hand bag along with many personal gifts. A surprise dinner was staged by a group of girls from the department at Pierre's Restaurant and a retired member of Department 67 staff treated Miss Cromwell to dinner, along with five other friends. Truly a memorable day, Miss Cromwell; may you have many more.



### WILLIAM N. CLAY

Bill Clay, as he's known best by his many friends, celebrated 40 years' service, all with the Engineers, on Tuesday, August 11. Married, with a son and daughter (both married), Bill has six grandchildren.

Always associated with sport, Bill relates the fact that for 33 years of his Company life he had been connected with hockey, basketball and baseball in some capacity. Mr. Clay is also actively interested in the Boy Scout movement in Winnipeg and is a member of the Canadian Legion, St. Vital Branch.

Bill and his daughter-in-law have recently returned from the Winnipeg Store's Overseas Flight and professed to having a marvellous time. May we extend Contacts' sincere wish for continued good health and happiness in your future years, Bill.



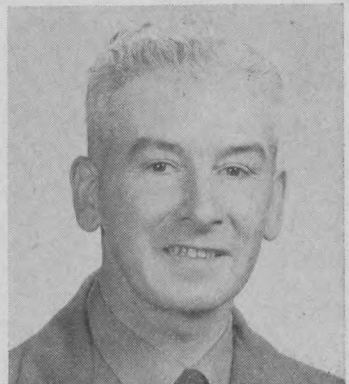
## 25 YEARS WITH EATON'S

### GILBERT JENNER

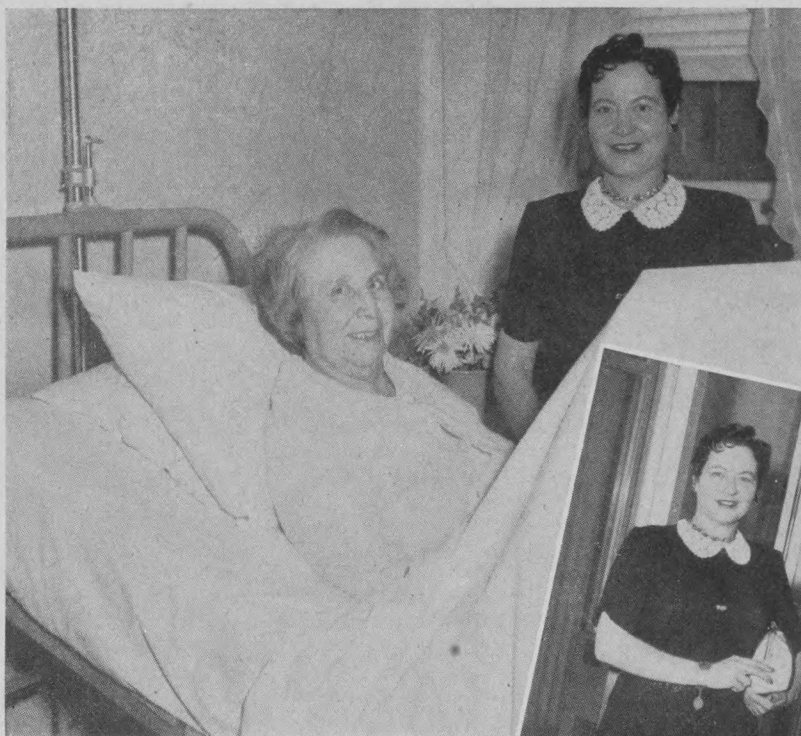
Thursday, July 23, Gilbert Jenner of our City Delivery staff celebrated 25 years of continuous service with the Company. His department presented him with a TV chair and well wishers were many during the day.

Married, with a family of two girls, Gilbert is pretty much of a homebody and has a keen interest in photography. He belongs to the Winnipeg Cine Club and movies are his specialty. During his quarter-century holiday Mr. Jenner and his family plan on a tour of Wyoming and Yellowstone Park. Mr. Jenner's eldest daughter, Sylvia, will not be with them on this holiday as she was married in August and will be on her honeymoon!

Happy holidays, Gilbert, and happy years ahead is the wish of your many friends in Eaton's.







## Eatonians "Get Well"

Pictured above is Miss Miriam Steele of our Printing Plant staff together with our visiting nurse, Miss Robina Campbell. Miss Steele is at present in the Misericordia Hospital with a fractured hip and welcomes visitors for, as we well know, time hangs heavy during a prolonged stay at home or in the hospital.

At right: Miss Campbell is just about to enter one of the many hospitals she visits on her daily rounds.



With this thought in mind, Contacts felt that employees would be interested in knowing just which Eaton personnel are out sick and where they can be visited. Listed below are the names and hospitals. How about taking a few minutes off and visiting one of **your** associates?

**Grace Hospital**  
Miss V. Tuttle.....Retired, 210

**St. Boniface Hospital**  
Mr. J. A. Dahl.....141

**General Hospital**  
Miss J. Firman.....1100E

**King George Hospital**  
Mr. Jack Graham.....W1015

**Misericordia Hospital**  
Miss Miriam Steele.....1655  
Miss Ann Ellis.....277

**St. Boniface San.**  
Miss J. Pauls.....1100S  
Mr. H. Driver.....Retired, 142



# A BACKWARD GLANCE

"What's past is  
prologue."  
—Shakespeare



This display is from Toronto's historical collection.

## WINNIPEG'S HISTORICAL SECTION

The Assistants' Association has started an "Everybody Searching Campaign." We hope that through the summer months each employee will endeavour to search out objects, pictures and newspaper clippings that will help us to start our historical section.

Speak to your friends or old customers who would perhaps be willing to lend or donate something to this section.

Sometimes old department files will turn up something really interesting. Our Company's history in Winnipeg is something to be proud of, let us not forget. Perhaps during your vacation someone will mention something interesting to you—tell them about our new project. Watch our September issue for further details as to where to bring your finds.

## *Your Future Tomorrow Is Our Job Today!*

### EMPLOYMENT OFFICE NEWS

By G. W. RODWAY, Assistant Employment Manager

We wonder if there are not many of our staff who are reluctant to come forward and discuss their ambitions with us. It should be emphasized that it is a very definite Eaton policy to endeavour to promote people within our own ranks, if at all possible.

Many of you have probably already noticed the special "Job Openings" bulletin boards posted in the Store, Mail Order and Warehouses. If you haven't, they can be found in the Store in the corridor outside the Employment Office and in the Sixth Floor Time Office; in the Mail Order Time Office, and outside the Sixth Floor Cafeteria; also in the Time Offices at Alexander Avenue, Princess Street and George Street.

If you see a position open that is of interest to you, then do not hesitate to come forward and make your inquiries. You may be satisfied with your present job, but merely curious. Then by all means satisfy your curiosity and be assured that, at your request, your inquiries will be kept in the strictest confidence by all members of the Employment Office.

You can be absolutely confident that any inquiries you make will in no way jeopardize your present job or relationships in your present department. Our Company, your own Department Management, are ever anxious that you achieve the goals that are within your wishes and capabilities, but there is little we can do if you will not open the door when opportunity knocks.





Wednesday, July 15, was a hot sultry day, and by mid-afternoon the temperature had climbed to the high 80's. On that day 50 new salespeople were given initial training prior to the birthday sale. Many of these people were from Mail Order departments. This was the largest class ever to be accommodated in our classroom.



## Sales Hints

Probably about 60 per cent of the customers who enter a store do so with a fearful expectation they are not going to find what they seek.

For that reason alone, **every salesperson should be an optimist.** When a customer enters your department with a feeling of uncertainty, try to combat such a condition and direct your customer's thoughts in line with your own by a cordial greeting, a pleasant smile and a cheery word or two. If you can create in the minds of your customers a feeling of confidence, then you can quickly break up the pessimistic attitude so many customers bring with them.

The optimist has to succeed to prove the pessimist wrong!



## Phone Tips

Give the caller a good impression. That unknown person at the other end of a telephone wire must judge you solely on the basis of your voice and the way you talk.

## Books in the Library

**"Getting Results in Selling"** by Paul W. Ivey.

If you are working on the selling floor, you are probably doing as this book suggests. If you could use some tips on selling—this book will help.

Has your past experience told you "Those Who Know Don't Tell and Those Who Tell Don't Know"—this book doesn't follow that quotation. Every sales idea here has met the

test of application by the author in his work with numerous specialty and retail sales organizations.

We quote a sample of his advice: "When you drop a pebble in a pond, see how the circles spread." "When you call on a customer how many more customers may be influenced by that call? **Go after customers—they like it.** It makes them feel important."

"I could take a bushel basket of diamonds, throw them around, and you wouldn't pay 50 per cent of their value."

"Did you know that value is largely in the mind? Value is what people see in merchandise."

Try putting your "diamonds" on a piece of velvet—read the book for ideas and sales background.

**"The Mature Mind"** by Harry A. Overstreet.

This is a book you have probably heard of or seen reference to in other recent writings.

It has been said that the characteristic knowledge of our century is psychological. You see references made daily to the psychological factors of this situation or that case. Psychology today is popular and is interesting. This book consolidates some basic learnings of psychology, fuses them with philosophy and injects the whole with the concept of "maturity." Harry Overstreet says: **"All childish minds are dangerous, but particularly those housed in adult bodies."**

"An adult that ceases after youth to unlearn and relearn his facts and to reconsider his opinions is like a blindfolded person walking into a familiar room where someone has moved the furniture."

"Whether or not old dogs can learn new tricks, old humans can—and must—learn new facts and insights as long as they live."

**"Not All Adults Are Adult"**—test your maturity—see how H. A. Overstreet applies the theories of modern psychology to the daily lives of men and women.

## EATON BUSINESS GIRLS' CLUB (Toronto) ENJOYS A WESTERN HOLIDAY



Pictured here are a group of 27 girls from the Toronto Store and members of the Eaton Girls' Club. They have just completed a tour of Western Canada by train and boat which included Jasper, in the Rockies, Vancouver and Victoria, then back to Vancouver by boat, on to Lake Louise, Banff and Calgary and from there to Winnipeg. The girls promised to take back glowing reports on Western hospitality with Winnipeg having a special mention. The trip from Winnipeg home was different in that the group boarded the steamer "Keewatin" at Fort William and sailed down through the Great Lakes to make a perfect ending for a wonderful holiday. A trip to remember!



### EATON WIVES' CURLING CLUB EXECUTIVE 1959-1960

Top, left to right: Mrs. Myrtle Nelson, Mrs. N. Donaghy, Mrs. Laura Hutton, Mrs. Doris Marshall, Mrs. Bertha Collett, Mrs. Genevieve Clarke. Bottom: Mrs. Peggy Swallow, Mrs. Anne Caldwell, Mrs. Dorothy Elliott, Mrs. Marion Curtis and Mrs. Ada McCallum.

The election of officers for the 1959-60 season was held by the E.W.C.C. during the month of April, 1959, and the following is the slate of officers for the coming season:

Past President—Mrs. D. Marshall  
 President—Mrs. D. Elliott  
 First Vice-President—Mrs. A. Caldwell  
 Second Vice-President—Mrs. M. Curtis  
 Secretary—Mrs. P. Swallow  
 Treasurer—Mrs. A. McCallum  
 Ice Convener—Mrs. L. Hutton

Prizes—Mrs. N. Donaghy  
 Social—Mrs. F. Frampton  
 Sick Convener—Mrs. J. Clarke  
 Membership—Mrs. B. Collett  
 Entertainment—Mrs. M. Nelson  
 Delegates to the M.L.C.A.—  
 Mrs. D. Marshall and Mrs. D. Elliott

The Eaton Wives' Curling Club welcomes new members with open arms—experienced curling is certainly not a necessity. Contact Mrs. B. Collett, membership chairman, 165 Ferndale, Phone GL2-4937. Fees are \$15.00 per year which entitles each person to curl every Tuesday and Thursday from 2 to 4 p.m. at the Eaton Curling Club.



# EATONIANS IN THE NEWS



## Barry McCallum Wins a New Car at the Red River Exhibition

The luck of the Irish was with our pleasant young Scotsman of the Post Office (Store), on the final night of the Red River Exhibition. Coaxed by friends to go to the exhibition, Barry stepped up to the wicket to buy four tickets, but finding the chap in front was having some difficulties with the ticket seller, decided to use another wicket, then gave everyone the choice of the tickets, keeping the final one for himself. Lo and behold, whose number is called—first time—Barry O' McCallum! Nice going, Barry, and happy motoring. Incidentally, girls, he's single!



**PETER THOMAS** of Department 456, Plumbing Service, was elected to the position of Worthy President of the Fraternal Order of Eagles Aerie No. 23, Winnipeg, for the term 1959-60. Mr. Thomas has been long associated with Fraternal Order of Eagles organization and will take over his position of President with a wealth of experience behind him.

The Fraternal Order of Eagles are noted for their work in Youth Guidance and Safety program throughout the city. Congratulations, Mr. Thomas.

## MISS MARJORIE ADAMS

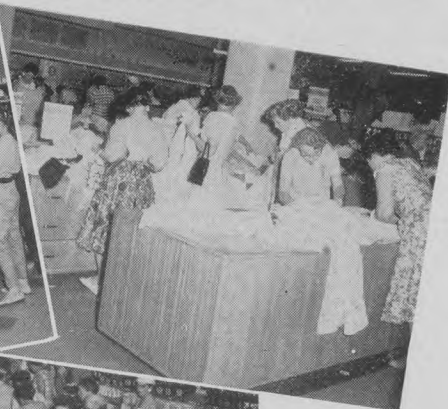
is the newly elected president of the Winnipeg Chapter of the Muscular Dystrophy Association of Canada and also a member of the Board of Directors of M.D.A.C. She has long been interested in charitable enterprises of various sorts and worked among polio patients for eight years. Miss Adams is head office girl of the Major Appliances office, third floor, Store. Congratulations, Marj, and may you have a good year as president of this very worthwhile organization.



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## COVER STORY . . .

Rushing River, near Kenora. The name of the river suggests to the reader bustle and turmoil but the scene is entirely the opposite. The quiet waters, the quaint wooden bridge, and the shady old tree make one feel that here is the haven to be during these humid hot days! And they're so right!







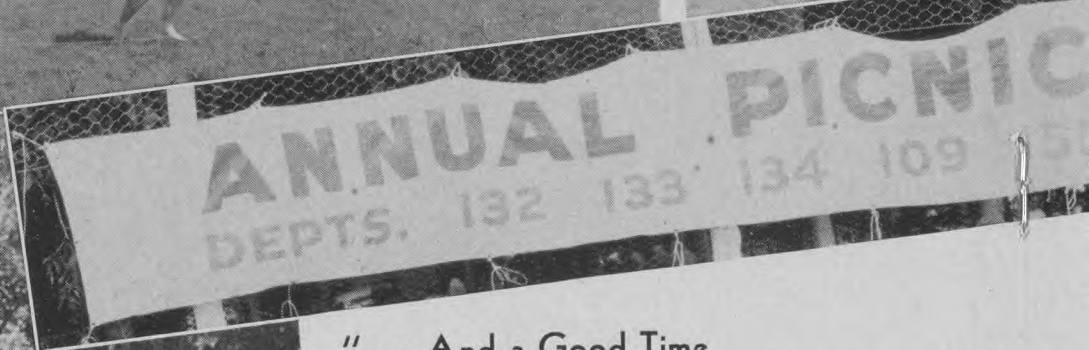
Pictured on page 10 and above are a few scenes showing the fine crowds during our Birthday Sale.

## EATON'S OF WINNIPEG . . . 54 YEARS "YOUNG"

The people of Winnipeg joined with the Eaton personnel in again making this 54th birthday a day to remember with pride.

As is evident in the many pictures taken during the two-day event, July 16 and 17 (pre-selling on the 16th and our actual birthday on the 17th), people came to buy and our sales staff, which was swelled by some 1500 extra people, were ready and eager to help.

Special "bouquets" to our regular staff for the fine job they do each and every year in making this day the outstanding success it is, and a thank-you also, to all our extra help. What would we do without them? Again we exclaim: 54 years young and by the evidence of "progress unlimited," our Store will never grow old!



## "... And a Good Time Was Had By All!"

A time-worn expression but one that very simply expresses the feelings of the hundreds of Eatonians in attendance at the annual picnic of 132 and associated departments on Wednesday, July 1. Mother Nature was very kind to the group and sunshine prevailed throughout the afternoon.

Soft drinks and ice cream were consumed in great quantities by parents and children alike and, in all probability, had something to do with the "slow times" turned in by the various contestants of the races held during mid-afternoon. Prizes were in abundance and every one of the children received something for his or her efforts.

By the surrounding scenes one can see that Mr. Giles and his assistants made sure that food and entertainment were the order of the day. There was even a pony ride for the children! Congratulations to all the organizing committee for a wonderful picnic.



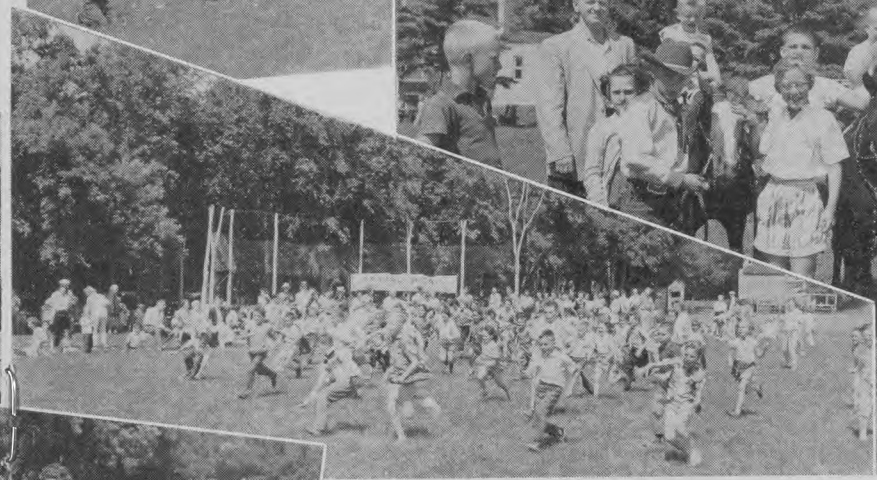




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Back row, left to right: Miss Ina Caners, 122; Miss Georgina Brownlee, 118; Mrs. Anne Surbey, 70; Miss Ruth Spurway, M.O. Staff Training; Miss Joyce Lawton, Store Superintendent's Office; Mrs. Dorothy Platen, 37; Miss Shirley Brown, 160.

Front row, left to right: Mrs. Elva White, 222; Mrs. Evelyn Gordon, 261; Mrs. Flo Parks, 55, and Miss Kay Shores, 161. Missing from picture: Miss Fran Koslek, Shopping Service.

### EATON WOMEN'S CURLING CLUB EXECUTIVE 1959-1960

Although summer is still a very welcome companion, curling is just around the corner and for the Eaton girls interested in joining our Women's Curling Club, here is your executive for the coming season:

Past President—Mrs. Flo Park

President—Mrs. E. Gordon

1st Vice-President—Miss K. Shores

2nd Vice-President—Mrs. E. White

Social Committee—Miss J. Lawton, Mrs. A. Surbey

Ice Committee—Miss S. Brown, Miss F. Koslek, Miss I. Caners

Treasurer—Miss G. Brownlee

Secretary—Miss R. Spurway

Publicity—Mrs. D. Platen

All girls interested in the game of curling and a fine social winter season contact any of the above for further information.

### EATON LAWN BOWLING SLANTS—By Percy Cook

Marvellous weather and some fine bowling have been prevalent throughout the club this season. Our club has had a good turnout of members and competition has been very keen.

We had two teams entered in the Manitoba Bowling Tournament and though neither placed in the finals, nevertheless they acquitted themselves nobly. Better luck next year!

Finals of the doubles and secondary doubles have been completed and the following are the champs: Ladies' Doubles—Flo Summers, Ann Steffanson. Secondary Ladies' Doubles—Julia Cook, Dorothy Phillips. Men's Doubles—Bill Summers, Cliff McFadden. Secondary Men's Doubles—Percy Cook, Harry Isfeld.

The remaining finals, which will include singles and team play, will be decided during the next few weeks. Remember Tuesdays and Thursdays—everybody is welcome!



### Janice Shepp—Member of Pan-American Swimming Team Representing Canada

Janice, a student member of our Books and Stationery Department, again is in the sporting news with her very fine effort in winning a berth on the Canadian Pan-American games swimming team. Miss Shepp won the women's 110-yard breast stroke and in doing so established a new Canadian record of 1:25:2, knocking 1:1 seconds off the old record. Janice will be performing in the games which will be held August 27 to September 7 in Chicago. May we again congratulate you, Janice, on a splendid performance and best of luck in the Pan-American games.





#### Men's Shoes—By I. Dunsheath

To me the most gracious expression of sympathy to the bereaved, while honouring the memory of the departed, was the two minutes silence for the late Mr. H. M. Tucker.

Pleased indeed to report the convalescence of Billie Sproat from a serious illness.

Ideal place for casual conversation, the Valley Room! Chatted with charming visitor Mrs. J. M. Fitzgerald of Tudor Manor, Victoria, B.C. Revealed she had been an Eatonian 18 years with the Lingerie Dept. Her husband had been a number of years as a receiver in W-237 stockroom.

#### Books and Stationery—By M. C.-Lawton

A first grandson for Edna Whyte—his name Gregory Allan.

Jessie Stokes came in from Shilo to bid us good-bye. She is going to make her home near Kingston, Ont.

The girls in the departments held a dinner at Moore's on July 21 to honour Mary Scorer and Edith Finkle. As Mary is an ardent camera fan, she was gifted with a slide film, and Edith received a white cardigan sweater.

On July 23, Mr. Freeman presented Edith with a case of flatware in the Oneida pattern. She left by plane for Miami, Florida, where she will be married to Mr. Max Guberman. With her went all our good wishes for the future.

July 31 was Mary's day, and at an informal gathering in the office Mr. Freeman made the presentation of an Argus movie projector with the best wishes of all of us for success in her new business venture.

\* \* \*

#### SECOND FLOOR

##### Store Budget Fashions—By N. Jackson

We said good-bye to our two office girls, Lindy Cook and Evelyn Miles, who were transferred to Dept. W-200A. Mr. Evans presented Lindy with a handbag and train case; Evelyn received luggage. Best wishes to you both on your new job.

Mrs. Gregory, who recently left our department to take up residence in Vancouver, was presented with a petite point picture. Our best wishes go with you, Mrs. Gregory.

#### MAIN FLOOR

##### Men's Furnishings

Bob Benson, who retired on Monday, June 1, is pictured at left on retirement day. Bob's picture missed the June edition. Sorry, Bob!



##### Notions—By E. White

Eileen Anderson, nee Schellenburg, is now a full-time housekeeper and is living in Selkirk, Man.

We were pleased to have a visit with Ruby Williams Mackay, home from Los Angeles for a month. Also, holidaying from California, Hilda Taylor. Nice to see you again, girls, and looking so well, too.

#### BASEMENT STORE

##### Foodateria—Groceries—By Mrs. D. McFadyen



A supper was held at Moore's for Miss A. M. McFarlane, Miss A. Comack and Mr. W. Mills, in honor of their recent anniversaries with the Company. Mr. L. Farmer presented Marge with a lovely handbag, Agnes with a string of pearls, and Mr. W. Mills with a sports shirt.

Congratulations to Sheila McGuff, who received a lovely diamond from Ken Seabrook on June 16.

Hope Brenda Bearing is feeling better and will be back with us soon.

Winnie Cadle was married to Frank Thorsby on May 30 in Grey Street United Church. Mr. A Carr presented Winnie with pots and pans and an ironing board on behalf of the department. A kitchen shower was held for Winnie on May 4, at the home of Mrs. B. Lytle.

## FOURTH FLOOR

### Ladies' Sportswear—By R. Campbell

While Mr. and Mrs. J. Agar were in Edmonton for their holidays, we were sorry to hear Jack had to enter hospital. Glad to get your letter regarding Jack's condition, Julia. Keep up the good work, Jack. We are all pulling for you.

Welcome to Sportswear, Mr. R. Insch, coming to us from Dept. 910, Children's Wear in the Basement.

\* \* \*

## SIXTH FLOOR

### Carpets and Floor Covers

Received a card from Gladys McLean (our regular reporter) mailed from Edinburgh, Scotland. Gladys is having a wonderful time motoring about, enjoyed her plane trip over, especially the meals. She's now headed for the Continent, where she intends to take in the Business and Professional Women's Convention in Paris, and then on to Switzerland.

Had a card from Ron Wilson, on his way to Vancouver in charge of a group of Air Cadets.

Nice to see our retired member, Mr. Allan Mason, looking well and hearty.

Mr. and Mrs. Spencer are very enthused about their air trip overseas with the Store folk; enjoyed every minute and they really did get about.

### Customs and Traffic—By N. Morrison

Two very happy girls from our department came in with lovely sparkling rings and we want to wish them all the happiness and good luck in the world. Miss Eileen Bain from Mr. Grahame Fenn of our own General Audit Dept., and Miss Joan Burns from Mr. Harry Perry of the Midwest Storage.

Congratulations are also in order to our Bill Olford, who has become the proud father of an eight-pound boy, Gary Allen.

### General Office

Congratulations and best wishes to Joan Carriere and Stanley Ezinicki, who were married June 3 at Grey Street United Church.

Best wishes to June Black who became Mrs. Andrew Oswald on June 13 at Harstone United Church.

Our sympathy is extended to Mike Tomlinson in the loss of his mother.

Congratulations to Norm Hawkhead who won the 1959 Chevrolet draw at Loblaw's.

This month we said good-bye to Bill Fulford, and welcomed Alf Wolfe to our staff.

Best of luck to Phyllis Corfield who has joined the Airforce. Phyllis received luggage as a parting gift.

We also said good-bye to Lorraine Laye who has left to work in Transcona.

Congratulations were in order last month when Mr. Lovell retired from the Company after nearly 40 years' service. He was presented with summer furniture and we hope, George, you have been making good use of the lawn cart. Best wishes for many years of retirement bliss.

\* \* \*

## SEVENTH FLOOR

### Stock Audit—By I. Hanna

On the occasion of his retirement, Mr. N. E. Livingston was honoured by the Stock Audit staff and wives, also former stock auditors.

A dinner was held at the Chic-n-Rib. Seated at the head table were Mr. and Mrs. N. E. Livingston and son Clarke, who came from Minneapolis to join his parents for the occasion; Mr. and Mrs. L. St. John, Mr. and Mrs. W. E. Chalmers, and Mr. and Mrs. H. D. Macnamara.

After a delightful dinner, Mr. St. John spoke of his associations with Mr. Livingston over the years. Mr. C. Livingston was introduced and expressed his appreciation at being included in the party. Mr. W. E. Chalmers

read the expressions of good wishes from Mr. Livingston's many friends in all the stores of the Western Division.

Mr. H. D. Macnamara reminded Mr. Livingston of the many departments he had been connected with and the high esteem in which he was held by all who were associated with him.

On behalf of those present, Mr. Macnamara presented Mr. Livingston with matching entree dishes, silver platter and carving set, and expressed wishes to both Mr. and Mrs. Livingston for good health and happiness for many leisure years.

In reply, Mr. Livingston reminisced of the many years of service with the Company and of his trips through the Western Stores as a Stock Auditor. He greatly appreciated the many messages received and the expressions of thanks for the help he had been to many in the Western Division.

Dancing was enjoyed until midnight—the evening was a pleasure to all.

Friday morning, Mr. Livingston found his desk decorated, and throughout the day was host to the many friends and associates throughout the Store and M.O. who came to extend best wishes.

### Furniture



Ab Watson, his wife, Joyce, and their two grandchildren are celebrating Christmas, 1958, in this picture, but it was July, 1959, when we all saw Ab and his good wife during a visit to Winnipeg. Sure looks good, doesn't he? Best of luck out there in California, Ab; we are all thinking of you.

\* \* \*

## EIGHTH FLOOR

### Women's Garment Alterations

By Mrs. E. Hart

Miss W. J. Caithness, signature and head fitter, was honoured by our department on the occasion of her 30th anniversary with the Store. Miss Kay Waywood, department head, presented her with a lovely navy handbag on behalf of the staff.

Miss Adeline Smith, who left the department recently, was presented with a purse as a going-away present. Good luck in your new work, Adeline.

With vacation time here, most of the girls are returning with a touch of summer tan and empty pocketbooks—but not our Miss E. Meyers, she returned as a bride with a new name, Mrs. A. Huppertz. Miss Kay Waywood did the honours for the department and presented Mrs. Huppertz with an electric clock for the kitchen and a set of breakfast dishes. A party in honour of the new bride was held at the home of Mrs. Leona Massier, 455 Olive Street, and among the gifts presented by Miss Kay Waywood were a lazy susan, a waffle iron and pillow cases. Very best wishes for the happy couple.

Mrs. J. Meikel has left the department and is now doing her housekeeping in Calgary where her husband has been transferred.

Our sympathy goes out to four members of our staff who have had deaths in their families: Mrs. Palud lost her mother; Mrs. B. Karlan lost her mother; Miss M. Derkson lost her brother; Mrs. M. Keller lost her mother-in-law.

\* \* \*

### STORE SERVICES

Delivery—By Kathleen Cross

A fourth son—Randolph Charles—was born to Mr. and Mrs. A. Gosselin, July 1, at St. Boniface Hospital, weighing 8 lbs. 12 oz. Congratulations—keep up the good work and you will soon be boasting of a baseball team.

Sheryl Lois, born June 28 at Grace Hospital, weighing 6 lbs. 10 oz., is the pride and joy of her parents, Mr. and Mrs. A. Allarie. Congratulations.

Deepest sympathy to Mr. Stan Stojak on the death of his brother, Mr. Bill Stojak, who passed away July 7, 1959.

Congratulations to Mr. Gilbert Jenner who, on July 23, joined the ranks of the Eaton Quarter-Century Club. On behalf of the staff, Mr. Arnason presented Gilbert with an occasional chair.

Due to very busy days for Gilbert with the coming marriage of his daughter, some of the boys and friends held a surprise at his home on July 14, when a presentation of a tripod was made by Mr. Max Smith on behalf of those present. Gilbert spends his leisure hours taking moving pictures and is often called upon to take wedding pictures—and so, with daughter Sylvia being married early in August the tripod will come in very handy. We are all looking forward to seeing the wedding pictures.

Welcome back after an operation to Mr. George Bennett, Assistant in Department 181. Hope the doc made a good job this time so that you won't have to make a third trip to the Misericordia.

We are glad to welcome back after an operation Mr. O. Joyce. Also on the sick list is Mr. H. Chamberlain. Hope you will soon be back on the job again, Harry.

Mr. Barlow, Assistant in Department W-171, had left for his vacation and had hoped to trip around Kenora and the lakes, but instead it was a trip to St. Boniface Hospital where he spent two weeks. However, we are glad to report that George is coming along fine and is back to work.

\* \* \*

### ELEVATOR UPS AND DOWNS

By E. Ratzlaff

Congratulations to Velma Bold, a newer member of our staff, who came in with a twinkle in her eye one day towards the end of the month of June. We didn't know what it was until someone spied the sparkling diamond on the all-important finger of the left hand. The lucky man is Mack Harrison from Doughton, Man.

We are happy to have Stan Carr, one of our repairmen, convalescing at home. Hope to see you back at work soon.

\* \* \*

### ALEXANDER AVENUE WAREHOUSE

Printing—By M. Torrance

On behalf of the department, Mr. Wimble presented Mr. Marvin Ringland with a camera with best wishes of the department on the occasion of his 40th year with the Company. Congratulations, Marvin, and best wishes for many more years of health and happiness.

An eventful year for our Department Manager, Mr. Leonard Wimble—a silver wedding anniversary in June, 40 years of service with the Company in July and, to top it all, a "little bit o' heaven," his first grandchild, Gregory Bruce, was born in July. These are highlights in the year 1959 for Mr. Wimble.



### SECOND FLOOR

M.O. Shipping and Parcel Post Mailing  
By K. Thiessen

We bid farewell to Annette Clare who is making New Westminster, B.C., her home. Best of luck, Annette. On leaving she received a train case from the department friends, an electric clock from the fund.

Ludie McCorrister, Muriel Tevendale and Ina Caners were joint hostesses at a shower for Mary Pfeifer at the home of Ina Caners. She received a set of lamps, hassock, electric fry pan and electric kitchen clock. From the fund she received a square-corner table, clothes hamper and many useful gifts for her new home. She was married on July 11 to Mr. Metro McKitten at St. John's Church, Calgary, Alberta.

Congratulations to Ethel Parks on her 40th anniversary. She received a table lamp, steak knives, electric clock, nylon duster, luggage and also many personal gifts from her friends.

Mrs. Eloise Reive left July 10 to make housekeeping her full-time job. On leaving she received a pair of sheets, a pair of towels, dish towels, table cloth and pillow cases.

Our deepest sympathy to Miss Anne Cyhanchuk in the loss of her father.

Congratulations to Olga Swanko who was married to Mr. Theodore Audette at Precious Blood Church, Norwood.

Congratulations to Carmel Pelland who was married to Arthur DeGagne at St. Boniface Cathedral, St. Boniface.

Congratulations to Irene Rekrut who was married to Ryan Porteous at Deer Lodge United Church.

Congratulations to Simone Thorimbert who was married to Larry Grandmont at St. Monica Church, Rathwell, Man.

\* \* \*

### THIRD FLOOR

Draperies—By R. Hodgson

Our sincere sympathy to Rose Nunas in the recent loss of her father.

\* \* \*

### SIXTH FLOOR

Household Linens—By Florence Rogers

Welcome back to Ethel Anderson and Olle Westman of 36 M.O., who have been absent through illness.  
(Continued on page 19)



On July 10, the M.O. Household Linens gathered to bid farewell to Rose Zubacz, who is leaving to reside in Alberta. Mr. T. D. Carson, on behalf of the staff, presented Rose with a leather handbag. Mr. W. Hogg thanked Rose for her co-operation and conscientious work while with the department and wished her and her husband every happiness in their new home.

Mr. Albert Church, of our retired staff, is a patient in Deer Lodge Hospital, and his many friends in the M.O. wish him a speedy recovery.

Mr. J. H. Egerton, also of W-36's retired staff, is enjoying a three-months' vacation in the "Old Sod," Ireland. We hope the blarney stone and the Irish colleens do not lead you astray, Jimmie.

George Payson left on July 24 to continue his education. Mr. Hogg presented George with a pen and pencil set from the staff. Good luck and success, George, in your career.

#### M.O. Adjusting—By J. Baynes

Department 118 learned with regret of the death in Fort William, July 30, of Mrs. Jackie Hudson, a former member of this department. Sincere sympathy is extended from us all to her husband and family.

\* \* \*

### SEVENTH FLOOR

#### M.O. Copying—By M. Shepherd

Our best wishes go with Florence Gate who retired on July 31 after 42 years' service with the Company, all spent in this department. Flo received a movie projector from the department and many other lovely gifts from friends. The girls held a surprise party at her home and presented her with a handbag and wallet. A long and happy retirement, Flo.

A speedy recovery to Mr. Walter Bell after his second operation.

Congratulations to the following girls who each received a lovely diamond: Marion Dueck from Jake Friesen on June 21; Mardina Porteous from Ovide Berriault on June 27; and Colleen Munro from Jack McCrae on July 3.

Norma Shorten was married to John Falyk at Westminster United Church on July 11. On leaving, Norma was presented with a canister set and bedspread from the department. The girls held a dinner at the Wahlai Restaurant where Norma received a wool blanket.

Daisy Hall left recently and received two bedthrows and a handbag from the department, as well as many personal gifts from the girls. All the best in the future, Daisy.

St. Dementrius Church, Vita, Man., is where Alice Nosal and Bill Perchaliuk were married on July 18. Alice received an electric kettle and wool blanket from the girls.

Hurry and get well, Joan Isbister, from that appendix operation. We're pulling for you.

Lynn Hermanson received sheets, towels and a wall can opener from the department when she left to marry Norman Soluk at Holy Eucharist Church on July 25.

#### M.O. Budget—By Vi Black

On Wednesday morning, July 22, a gaily decorated desk greeted Mr. Frank Ottley, Manager of the Mail Order Budget Office, on the occasion of his 30th anniversary with the Company. On behalf of the staff of Department 184, Mr. W. J. Thomson, Manager of the Accounts Offices, expressed his congratulations and best wishes and presented Mr. Ottley with a set of matching golf clubs in a navy blue leather golf bag, complete with a dozen golf balls. Golf anyone?

Also on Wednesday, July 22, a miscellaneous shower was held at the home of Inez Goyeau in honour of Bernice Lear, a bride-elect of September 5. After opening of the gifts, coloured pictures of Hawaii were shown by Vi Black.

July brought two more blushing brides to our office—Margaret Landers, whose marriage to Frank Fath took place on July 18 at St. Mary's Cathedral, and Wilma Stark, who became Mrs. Edward McDonald on July 25 at Norwood United Church. Both girls received a mirror from the office and other gifts from the girls. Congratulations and best wishes, Margaret and Wilma, for a long and happy married life.

We were sorry to say good-bye to our happy-go-lucky, popular Evelyn Cook who has developed wandering feet and has left to make her home in Vancouver. The girls in the office presented her with a lovely two-toned piece of luggage with a gay pair of pyjamas for her trip. Lots of luck, Evelyn.

Welcome back to Myrna Phillpot, who has been away for several months recuperating from an operation. Glad you are feeling better.

#### Department 41—By M. J. Neil

We are glad to report that Phyllis Tattersall is back at work after her recent illness.

#### Juvenile—By Vera Timmins

July 15 was an exciting day in 11 Department when our Betty Enander left to be married. She was presented with a set of cooking utensils from the management and staff of the department. Also, she received many other beautiful gifts from many friends and co-workers.

July 18 was Betty's big day when she became the bride of Graydon Anderson at St. Andrew's United Church. Good luck from us all, Betty and Graydon.

#### Cashiers—By O. Quinlan

On July 3, a presentation was made to Eleanor Conn on her leaving to become the bride of Andy Smaha; and on July 17, Betty Warren was presented with gifts from the department on leaving to become the bride of Bill Barnett. Our congratulations and best wishes to Eleanor and Andy and Betty and Bill.

\* \* \*

### EIGHTH FLOOR

#### Catalogue Distribution, Salesroom, Phones

By M. Taylor

It's nice to have Cherry Cromwell back after her lengthy stay in the hospital. On July 22, Cherry came in to a gaily decorated table loaded with gifts, the occasion being her 40th anniversary with the Company. Many more happy years ahead, Cherry.

Best wishes to Pat Ringland and Joyce Mikelson who left to be married.

Esther Shafron went to California for a holiday and decided to stay. Our best wishes, Esther, hope you'll be happy. Good luck also to Mary Harder, Joan Rentz and Rosemary Kolodruski in their new positions.

Ed Phillips had the misfortune to be knocked down by a car but suffered no real ill effects. Nice to see you back, Ed.

Sorry to report Lil Clarke is in the hospital. Hope your stay won't be too long. Also Bill Sinclair, Joyce Andreychuk and Virginia Ruckhall are still on our sick list.

Our deepest sympathy to Jessie Maksymchuk whose father passed away.

\* \* \*

### NINTH FLOOR

#### Men's and Boys' Furnishings—By D. Dee

On Thursday, July 30, the staff of Department 28 gathered at the Town 'n' Country Restaurant to honour Mrs. M. Stevenson (Mabel) prior to her retirement the following day. At the close of festivities Mr. George Firth, Manager, presented the department (Continued on page 20)

gift of a clock radio, thanking Mabel for her good work during her nine years' service with the Company and expressing the wishes of all for many happy years ahead. On Friday morning her desk was covered with many lovely gifts and cards expressing the good wishes of friends and co-workers. Mabel leaves August 7 by plane for a trip to England and Scotland to visit her son and daughter and their families, so we say 'bon voyage' and a very happy holiday. We shall miss you, but hope to hear from you from time to time.

We were glad to welcome Mr. and Mrs. Fred Winter, of Toronto, when they called in on us the other day. Mr. Winter was formerly Assistant in Department 28 and now with the Catalogue Buyers' Office, Toronto. They are here with their family to spend a holiday with relatives and friends. We wish them a happy one. May we add we were especially glad to have Mr. Winter as our guest at the dinner honouring Mrs. Stevenson.

#### Notions—By E. Moore

Glad to report that Edna Hickling is at home now after a stay in hospital. We all wish you a speedy recovery and back to work soon.

Word has been received that Betty Woodcock is home from the hospital and we hope to have her call on us soon.

Audrey Kort came back from her vacation this week with a sparkle in her eye and a sparkler on her finger. The lucky fellow is Werner Freres. Congratulations, Audrey.

#### Hosiery, Gloves—By M. McEwan

The girls of the department held a dinner at Zoratti's Restaurant, July 23, in honour of Miss Kathleen Gregory, bride-elect of August 15. Kay was presented with an electric copper kitchen clock and copper cookie tin.

Kay left the department, July 31, after 18 years of service, all spent in the Mail Order Hosiery and Glove Department. She will be married, August 15, to Mr. Stan Mordue at a quiet ceremony at Brantford, Ontario.

As a parting gift Kay received a lovely comforter and teapot from the department and many lovely gifts from her friends throughout the Company. To Kay and Stan, our very best wishes for a long and happy life.

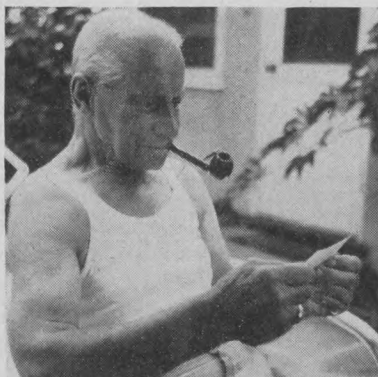
A working wife in Saskatoon got her income tax return in so far ahead of her husband's this year that she received a refund cheque for \$28.80 just as her husband completed his form and found he owed \$28.30.

The wife big-heartedly offered to drop in at the income tax office and pay his tax with her refund. But when she got there the girl clerk refused to cash the cheque and pay out a cash refund of fifty cents. When the lady taxpayer protested that it was a perfectly good government cheque the clerk said, "Well, you never know. Cash it at Eaton's and bring me the money, why don't you?"



"It is having clerks like Mr. J. Wilkinson of Department W260 that makes it a pleasure to shop at Eaton's."—Mrs. N. Vincent.

"I would like to express my appreciation for the good work of the Shoe Repair in repairing my shoes. Would be pleased to call on your aid for future shoe repairs."—Mrs. A. Jackson.



#### RETIRED MEN'S NEWS

Robert "Nifty" Young, formerly with Eaton's Paint Shop for about 40 years and retired since 1947, now resides at 1533 East Cullen Street, Whittier, California. Mr. Young would appreciate hearing from any of his old friends at Eaton's. Looks pretty contented, doesn't he?

#### SUGGESTION WINNERS FOR THE MONTH OF JULY, 1959

Miss Mary Wilson, Dept. W-116C.....\$ 5.00  
Mrs. Agnes Massey, Dept. W239..... 10.00  
Mrs. Carrie LeClair, Dept. W-37..... 5.00

Miss Ann Joss, Dept. W-110.....\$ 7.50  
Miss Ina Caners, Dept. W-122A..... 5.00  
Mrs. Phyllis Mowatt, Dept. W-290..... 10.00

#### PORT ARTHUR EMPLOYEES HOLD ANNUAL PICNIC

The setting of the Wild Animal Park, perfect weather, races, rides and, best of all, plenty of free treats, were the order of the day, Wednesday, for employees and their children at the annual staff picnic of the Port Arthur Store.

A busy and exciting program was carried out by the junior management committee, chaired by Ernie Webb. He was ably assisted by a merry crew of helpers from the staff who enjoyed the day with the children. Groups of families and friends could be seen scattered over the picnic area during the supper hour.

The adult crowd had their innings in the ski race and egg toss, and later showed some startling play and action in the scrub baseball game.

## Retirements



Left to right: Mrs. M. Jones, Mr. E. Livingston, Mrs. M. A. Stevenson.

### MRS. MARTHA JONES

Retired on Friday, July 31, after eight years of continuous service, all with the Telephones Mrs. Jones was, at time of retirement, on the Fruit Department Order Board. She is married (her husband has just recently retired from the Ticket Writing Office) and has three sons. During the day her department presented her with a travelling case and a chime clock. Tuesday, July 21, a breakfast was held in her honour in the Grill Room and attended by associates and friends.

Mrs. Jones has spent most of her spare hours raising her family but still managed to find time to be a member of the Valour Road Legion Ladies' Auxiliary and to visit the men at Deer Lodge Hospital regularly. Now she and Mr. Jones plan a trip to the west coast in the fall and then back home to take life easy. May your future years be healthy ones and full of happiness, Mrs. Martha Jones.

### MR. EARLE LIVINGSTON

Department Manager of the Stock Audit for many years, Mr. Livingston called it a day on Friday, July 31, after 42 years of continuous service with the Company. Well known throughout the Western Division Stores, Mr. Livingston will be sincerely missed by the many friends he has made throughout the years. During the day the Stock Audit staff presented Mr. Livingston with matched silver serving dishes and, on Thursday, July 30, a dinner and social evening were held in his honour at the Chic-n-Rib Restaurant.

Mr. Livingston is greatly interested in gardening, bowling, golf and curling, but hasn't had too much opportunity to indulge in these pastimes due to the extensive travelling he has had to do while with the Stock Audit (he figures roughly about seven years in time away from home). However, now that he has the time he fully intends to resume these activities.

In the immediate future Mr. and Mrs. Livingston plan on a trip through the Great Lakes to Windsor, Ontario, for about a month's duration. May we take this opportunity to wish you good health and happiness in future years, Mr. Livingston.

### MRS. MABEL A. STEVENSON

On Friday, July 31, Mabel Stevenson of the Men's Furnishings Department in the Mail Order, retired after ten years of continuous service. During the day many of Mrs. Stevenson's friends dropped by to wish her well and she was the recipient of various personal gifts. Thursday, July 30, a dinner was held at the Town 'n' Country Restaurant in her honour and attended by Department Management and staff. A presentation of a clock radio was made at the dinner.

Mrs. Stevenson is a widow and has a family of two daughters and one son, all married. She plans an extended holiday by air to visit with her daughter and son who are residing in England, and then back to Winnipeg. Here's to a happy holiday and our sincere wish for a long and healthy retirement.



# CONTACTS

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Editor: Douglas E. McPherson



DATE OF ISSUE  
15th of EACH MONTH

NEWS WANTED IN BY THE END OF  
THE PREVIOUS MONTH

## LONG SERVICE ANNIVERSARIES

### FORTY-FIVE YEARS

Mr. C. L. Cuthbert,  
M.O. Shipping ..... September 11

### TWENTY-FIVE YEARS

Mr. Richard J. Halford, Jewellery .. August 20

Mr. Lloyd Waddell, Department  
Manager, Electrical Accessories .. August 23

Miss Mabel A. Deacon,  
Fancy Goods ..... September 10

## RECENT APPOINTMENTS

### Winnipeg Store

Department W-970—Furniture;

Department W-971—Beds, Springs and Mat-  
tresses, Couches, Davenports, Studio  
Lounges, Children's Steel Cribs and Juve-  
nile Chrome Furniture;

Department W-972—Carpets, Linoleum and  
Tile:

MR. L. E. MARTIN, Assistant.

Department W252—China and Glassware,  
Bric-a-Brac and Decorative Flowers:  
In Charge—MR. J. H. YELLAND, Depart-  
ment Manager.

### Methods Research Section:

MR. G. R. PURCHASE, Department Man-  
ager, responsible to the Executive Office.

Please note that effective July 31, 1959, De-  
partments W-256W.R., W-1056, W-1057 and  
W-1059 will be combined with Department  
W-1060:

MR. E. BIGAR, Department Manager (com-  
bined Work-rooms).

### Winnipeg Store

Please note the following changes in depart-  
ment numbers, effective Friday, July 31,  
1959:

### Winnipeg Store

From W-2472      To W-1772  
Western Division Carpet Stock.

### Winnipeg and Western Stores

From 5548      To 1948  
Furs on Deposit.

From 5578      To 1978  
Contract Storage Stock.

Twenty-Two

Please note that the following department in  
the Winnipeg store is being discontinued as  
from Friday, July 31, 1959:

Department W-1005—Lending Library.

For your information, the numbers of the fol-  
lowing Head Office Departments are being  
changed, effective Friday, July 31, 1959:

	Present	New
Manufacturing Head Office	1522	1622
General Merchandise Office	2500	1800
	2515	1815
	2533	1833
	2560	1860
	2800	1900
Montreal	2600	1950

### Edmonton Store

Department E-1100—Lunch Counter:  
MR. J. A. MAWSON, Assistant.

### Calgary, Alberta

Department C-237—Men's, Women's, Chil-  
dren's Shoes, Slippers, Rubbers, Winter  
Goods:

MR. L. N. WOOD, Department Manager.

### Port Arthur Store

Department Pt.A.-212,—Drugs, Toiletries,  
Soaps, Cameras, Books, Stationery, Candles:  
MR. L. C. SMALLWOOD, Department  
Manager.

MR. R. MASTERS, Assistant.

Pt.A.-215 — Jewellery, Hollowware, Flat-  
ware, Watches, Clocks, Hand Bags, Leather  
Goods, Notions, Fancy Goods and Wools:

MR. G. W. MILLAR, Department Manager.

### Order Offices

Kimberley, B.C.—Please note the following  
change of address for this Order Office to  
Spokane Street.

Saskatoon Store, Sask.—Mail Order Desk.  
MRS. I. SCHNEBERGER—In charge.

Wainwright, Alberta:

MRS. G. E. ECKERT—In charge.



Mrs. "Jackie" Hudson, as she was affectionately known by her many friends in Eaton's, died Thursday, July 30, at the age of 53 years after a lengthy illness. Mrs. Hudson retired during the early part of 1959 due to ill health, and members of her former department (M.O. Adjusting) and friends will deeply miss her cheerful personality. To her surviving relatives we offer our heartfelt sympathy during this sad time.

## In the Loss of a Mother

Mr. A. Newell.....Bake Shop  
Mrs. D. McKenzie.....M.O. Correspondence  
Mrs. Ann Kustra.....Alexander Ave. and  
Princess St. Warehouse

## In the Loss of a Brother

Miss Edith Bower.....	Expense Office
Mr. S. Stojak.....	Delivery
Mr. G. Nokes.....	Painters
Mr. J. Schnell.....	M.O. Sporting Goods
Mr. C. Cutting.....	M.O. Men's Shoes

Mrs. P. Sutherland.....Ticket Writing  
Mrs. Helen Kindrat.....City Inspectors  
Mrs. H. Midwinter.....Cash Office

Mr. L. Jamieson.....Radios and T.V.

Mr. G. Belford.....Box Factory





SWIM SAFELY

Wherever you go . . .  
Whatever you do . . .

# SAFE Holiday !



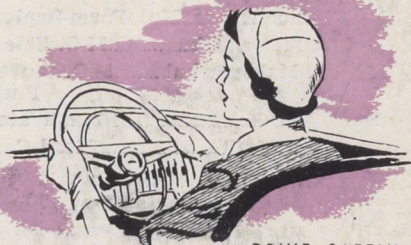
DIVE SAFELY



BOAT SAFELY



CAMP SAFELY



DRIVE SAFELY

## SUNBURN AND HEAT EXHAUSTION

Though you probably know that "easy does it" is the cardinal sunbathing rule, did you know that your first day's sun session should be no more than 20 minutes (ten for children) and that even the proud possessor of a golden tan should cover up after three hours of sunbathing?

And did you know that even the best sun lotion is carried away by perspiration after two hours of sunbathing? Lotion should be re-applied after every dip. Your nose, lips, ears, shoulders and knees are thinner-skinned than the rest of you and may require the protection of a special sun cream that blocks out all burn-producing rays.

One odd fact about sunbathing is that overcast skies may actually mean that the danger of sunburn is greater! This is because the burning ultra-violet rays are reflected by clouds.

A pair of sunglasses (ultraviolet rays can damage vision), a broad-brimmed hat, and loose, lightweight clothing (not a damp beach towel) with which to cover up, are daily musts for every member of the family. You'd also be wise to pack a bottle of salt tablets in your beach gear. Taken at the first sign of weakness or dizziness, these tablets will generally forestall the discomforts of heat cramps.

If anyone does get a bad sunburn, treat it with a nonalcoholic antiseptic, as you would any other burn. Don't use suntan lotion—good prevention for a burn, it's valueless as a cure. Aspirin will relieve the general discomfort, and the patient should drink as many liquids as possible to offset toxemia (poisonous substances in the blood which are often produced by a bad sunburn).

## SWIMMING ACCIDENTS

Avoid swimming tragedies by (1) making sure before you leave on your vacation that every member of the family knows the basics of both swimming and artificial respiration (2) always swimming where there's a lifeguard handy (3) always swimming with at least one other experienced swimmer (4) staying out of the water at least one hour after eating to forestall swimming cramps (5) heading for shore immediately if cramps strike.